

**MONTANA STATE PLAN & POLICY MANUAL**  
**CHAPTER TWO**

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Policy Number 2.8

Outreach

Revised/Effective Date: October 1, 2012

**Title:** Outreach

**Purpose**

The State WIC Office is responsible for coordination of outreach with all appropriate agencies and local agencies.

**Authority**

7CFR 246.4(a) (7)

**Policy**

The Montana WIC Program will coordinate outreach services with local WIC agencies.

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**I. State WIC Office Responsibilities**

- A. The State WIC Office is responsible for coordinating the listed outreach/referral efforts with local agencies.

**II. Press Releases**

- A. Develop annual press release statements and public service announcements for local agencies to send to newspapers, radio and television stations in their areas.
- B. Press releases and announcements will include:
  - 1. Names and addresses of the local agencies
  - 2. Eligibility criteria and information on program benefits which include:
    - a. Participant eligibility criteria
    - b. Supplemental foods
    - c. Nutrition education
    - d. Access to on-going health care
  - 3. Information regarding homeless, including:
    - a. Conditions for participation by organizations and agencies serving homeless individuals
  - 4. The civil rights non-discrimination statement
  - 5. The 1-800 phone number for the State WIC Office
  - 6. In areas where maximum caseload has been reached, press releases will focus on caseload maintenance and reaching high-risk participants.

**III. Promotion of Services**

- A. Prepare and distribute posters, brochures and referral forms to local programs for use in enlisting new WIC participants, and in providing information to health professionals and allied services in their community.
- B. Provide local agencies with outreach and referral information and pamphlets about allied services such as Medicaid, Food Stamps and TANF eligibility, Child Support Payment Enforcement availability and Children's Health Insurance Plan (CHIP), Family Planning and Immunization programs.

**IV. Information Exchange**

**MONTANA STATE PLAN & POLICY MANUAL**  
**CHAPTER TWO**

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- A. Inform SNAP, TANF, Medicaid, Office of Public Instruction Homeless Education, Family Services, Food Bank Network, Community Health Centers, and Montana Hunger Coalition of WIC regulations regarding income guidelines and qualifications.
- B. Arrange state-wide effort to have local programs coordinate with local offices of the above programs.
- C. Forward outreach and referral information about allied services to appropriate local WIC agencies.
- D. Contact state MCH programs and encourage exchange of information on program operations as an enhanced effort of improved services to mutual clients.

**V. Statewide Meetings and Workshops**

- A. State WIC Office staff will attend appropriate statewide meetings to present the WIC Program and the services it provides.

**VI. Local Agency Outreach/Referral**

- A. Review local agency "Outreach/Referral" and monitor their efforts in meeting the goals.

**VII. Legislative Queries**

- A. Provide the Montana Congressional delegation information about WIC upon request.
- B. Provide the state policy makers with information about WIC's contribution to the health of women, infants and children.

**VIII. Breastfeeding Materials**

- A. Regularly mail breastfeeding related information to local programs.
- B. These mailings have included copies of:
  - 1. The National WIC Association's (NWA) Position Papers on Breastfeeding and The Role of Formula in WIC
  - 2. Guidelines for Promotion and Support of Breastfeeding
  - 3. Breastfeeding topic continuing education opportunities
  - 4. Activities planned for August (which Montana recognizes as Breastfeeding Promotion and Support Month)

**IX. Un-Served Counties**

- A. Every effort will be made by State WIC Office staff to assure that all counties in Montana are served.
  - 1. Should a county lose service for any reason the State WIC Office staff will contact (and maintain contact with) the health providers in the county without a contract to offer WIC program benefits.
- B. State WIC Office staff will explain verbally and in writing the WIC program's operations in order to gain support for the implementation of WIC services.
- C. Local contacts will include:
  - 1. Governing officials (county commissioners, city and town officials)
  - 2. Health providers (public health nurse, health officer, physicians)
  - 3. Other human service agencies (Medicaid, TANF, Food Stamps)
- D. The regional office of USDA will be requested to provide sufficient funds in Montana's annual grant to support this goal.

**X. Notice to the General Public**

- A. In May of each year, the Montana WIC Program will publish in the Sunday edition of (7) seven major newspapers in the state a public notice requesting comment on the development of the State WIC Plan for the upcoming fiscal year.
- B. The published notice for WIC comments will include a statement to the effect that copies of existing state plans are available at local WIC agencies or by contacting the State WIC Office.
- C. This notice will allow comments to be received in writing up to the close of business 30 days after publishing.

- 1. Such comments should be addressed to:

Nutrition Section Supervisor  
Health Policy and Services Division  
Department of Public Health and Human Services  
Cogswell Building, PO Box 202951  
Helena, MT 59620-2951

- 1. A record of comments received and acknowledged will be included as an appendix in the final approved State WIC Plan.
- D. The Nutrition Section Supervisor will receive and review each written comment and acknowledge receipt of same to the sender within 10 days of receipt.
- E. The Nutrition Section Supervisor will incorporate such comments as appropriate.